

## MINUTES OF THE PACIFIC SEABIRD GROUP EXECUTIVE COUNCIL

31 July 2020 Conference Call  
9:00pm- 10:20pm (Pacific Daylight Time – UTC-7)  
Amended and approved, September 18, 2020

**Present:** David Craig (Past Chair), Rob Suryan (Chair), Roberta Swift (Chair-Elect), Olivia Bailey (Secretary), Kirsten Bixler (Treasurer), Peter Hodum (Vice Chair for Conservation), Kerry Woo (Canada Regional Representative), Rachael Orben (Washington/Oregon Regional Representative), Katie Stoner (Northern California Regional Representative), Kristin Brunk (Student Representative), Mary Cody (Non-Pacific U.S. States Regional Representative), Nina O’Hanlon (Europe and Africa Regional Representative) [12].

**Absent:** Chung-hang Hung (Asia and Oceania Regional Representative), Cristián Suazo (S. California, Latin America, Hawaii Regional Representative), Marc Romano (Alaska/Russia Regional Representative) [3].

**Others Present:** Jane Dolliver (Communications Committee Coordinator), Wieteke Holthuijzen (Corresponding Members Committee Co-Coordinator), Emma Kelsey (Membership Committee Co-Coordinator) [3].

### 1. APPROVE 31 JULY AGENDA

Motion to discuss the 31 July 2020 agenda moved by Olivia, Kirsten seconds

Add short discussion about Climate Change Working Group if time.

Motion to approve the 31 July 2020 agenda moved by Roberta, Kirsten seconds

Abstentions: 0, Nays: 0, Yays: 12, motion passed unanimously

### 2. APPROVE 11 JUNE 2020 MEETING MINUTES

Motion to discuss the 11 June 2020 meeting minutes moved by Olivia, Roberta seconds

Motion to approve the 11 June 2020 moved by Kirsten, Dave seconds

Abstentions: 0, Nays: 0, Yays: 12, motion passed unanimously

### 3. APPROVE PSG HELPS PROPOSAL

Motion to discuss the PSG HELPS proposal moved by Olivia, Dave seconds

Jane and I put together a proposal for PSG HELPS. The idea is to give URM students and ECS a pathway into PSG. Even though membership is accessible for many of us, it could be a hindrance to some. This will help by identifying sponsors within our PSG community to help others. I can answer questions. We’re trying to find coordinator(s). It shouldn’t take a lot of time, just trying to find sponsors. Don’t think that will be too difficult, PSG is a supportive group. Set up application to apply for sponsored membership, working with Membership Coordinator and Treasurer to take care of paperwork. Promoting on social media to get folks to join in.

Comment: Thanks for putting this together, looks great. Really excited about it.

Comment: Should be a great program.

Question: Is this in addition or replacement to a DEI Committee? How do you see this fitting in?

Ans: There's a conversation happening about a DEI committee forming, this could fall under that. Not sure where they are in the process.

Comment: I haven't made much progress. Have a list of people willing and interested in serving, just a matter of contacting those folks and letting them at it.

Comment: I was hoping this could streamline the process. We are talking about starting 3 new committees, we are going to run out of people who are willing and have the time.

Comment: I think how the HELPS program is proposed, one person can take care of it. I think down the road it can fall under the DEI committee. I have a couple people who are interested in serving on the DEI committee, I think students and ECS would be great for that. Already talk at last meeting.

Comment: In thinking of the upcoming conference and budgeting, we could have more attendees than normal. We may have surplus from this meeting. We talked about a sliding scale for registration, but if we have surplus, we might be able to provide a donation to the program.

Comment: That would be great.

Comment: This program is a nice way to connect multiple committees. Not exclusive to membership, DEI. Thanks to you both for your leadership.

Question: Are we constrained through the bylaws – can we give away memberships?

Ans: Corresponding Members Committee is similar to what I imagine this program to be. We're giving a membership for free to those folks. Not as familiar with bylaws.

Comment: Model could be, someone applies for sponsored membership, I give sponsorship to them, money goes to general fund.

Kirsten will check bylaws about membership dues and sponsorships.

Comment: I don't think there should be an issue.

Comment: I guess the membership dues could go to some sort of ECS/student effort. Double the benefit of the funds.

Comment: Taking a quick look at the bylaws, annual dues of sponsored members shall be paid by member's sponsor. Seems like this would fall under that.

Comment: About the DEI committee – having group tasked with that helps ensure that it remains a priority.

Motion to approve the PSG HELPS program moved by Dave, Roberta seconds  
Abstentions: 0, Nays: 0, Yays: 12, motion passed unanimously

#### 4. APPROVE PSG AMA PROPOSAL

Motion to discuss the PSG AMA proposal moved by Dave, Roberta seconds

Thinking about the listserv, thought it would be interesting to do an Ask Me Anything. On Reddit, professionals go on and people can comment with questions. I was thinking that doing a PSG one via the listserv would be cool. Picturing once a month, email will go out with instructions on the listserv and introducing the person doing the AMA. Hopefully someone that students and ECS have said that they are interested in hearing from. The next week, anyone who has a question can send to listserv – students, ECS, anyone. AMA person will answer questions within the next few days. No cost, can organize at first.

Comment: Great idea!

Comment: Will send around a spreadsheet to some ECS and see who they are interested in hearing from.

Question: Maybe this is a way to divert attention away from the listserv? Post on Facebook, Twitter, and listserv. Somehow bring conversations to different platform.

Ans: Only concern is that some members don't use other platforms. Choose one and leave out those not on each. Open to using others, though!

Question: Were you thinking in parallel? This would be able to promote a different way to use the listserv.

Ans: Syndicating the content across platforms. Obviously, the listserv is least flexible of those, so maybe overcomplicating.

Comment: I like the idea of taking content and putting it on social media. Choose a few questions to do that with.

Question: Do any other science communication platforms do something like this?

Ans: I think I've seen it on other places.

Comment: Twitter - social media takeovers, take over account for a week, talk about research. Other professional societies are doing that.

Comment: Snapchat, too. Official channel for different groups.

Comment: AOS does Instagram takeovers.

Question: Can we archive the responses?

Ans: Jane and I also talked about putting the answers on the website.

Comment: Listserv already archives everything. Not sure if folks know that or if it's readily accessible. Maybe if AMA is in each post, easier to find.

Comment: Yes, a more centrally located place would make it easier to find for people. Might not think to go back through listserv.

Comment: Something to make it searchable.

Comment: Will send out really specific instructions – AMA in subject line. Easy to search, easy for person to respond to.

Comment: Great way to interact on listserv!

[Motion to approve the PSG AMA proposal moved by Dave, Kirsten seconds](#)  
[Abstentions: 0, Nays: 0, Yays: 12, motion passed unanimously](#)

#### 5. APPROVE WORLD ALBATROSS DAY – REQUEST FOR DAY CHANGE PROPOSAL

[Motion to discuss the proposal to contact ACAP about World Albatross Day change moved by Dave, Kirsten seconds](#)

World Albatross Day – June 19<sup>th</sup>. Chosen in 2019, same day as ACAP signed in 2001. PSG has given quotes and messages of support for WAD – posts on social media as well. Originally when it was proposed, Jane and others brought to their attention that June 19<sup>th</sup> is the Juneteenth holiday. Think it was seen as just an American thing, and since ACAP is international. After everything that's been happening this year, we still supported WAD on social media and received some messages that it was inappropriate. Jane wrote this proposal for WAD to be moved to June 20<sup>th</sup> – first full day of ACAP agreement. Could come up with a social media strategy after that. Rob, the message to WSU would have your name on it- draft letter in the proposal.

Comment: Discussion with John Cooper initially – don't remember a response at all.

Comment: Background of conversation in 2019 in proposal. Facebook messenger conversation, we weren't closely tracking. Date was set by ACAP folks, sent message out in 2020, we had an internal conversation about the date. It appears we did not give that feedback back to John. Thought was that there was a way to give message about both holidays. Now we're in a time where we think that's not appropriate.

Comment: I do think it is good to send that communication to John.

Comment: The times have changed. It is up to John to change the date. This is our feedback to them; we can't control what they do.

Comment: If they're not amenable to changing the date, we could talk about WAD on other days, just not the 19<sup>th</sup>. Doesn't mean we don't care.

Comment: He may come back with that feedback to us. We may have to change timeline, which is simple.

Comment: Given that most of ACAP is in New Zealand/Australia, it'd be the 18<sup>th</sup> here and the 19<sup>th</sup> here.

Comment: It's definitely harder to schedule things internationally! Unless anyone's opposed, I think we can send. And there's easy adjustments we can make so that we are not posting about WAD on the 19<sup>th</sup>.

Motion to send a letter to ACAP asking for change of WAD from June 19<sup>th</sup> to June 20th moved by Dave, Peter seconds

Abstentions: 0, Nays: 0, Yays: 12, motion passed unanimously

## 6. APPROVE MO TECHNICAL REQUESTS

Motion to discuss the MO technical requests proposal moved by Olivia, Peter seconds

Received request for some actions to be taken by PSG for Marine Ornithology. In order to support Ben, the technical manager for MO, they requested that we apply to gain non-profit status under Google. Would have the GSuite apps as a non-profit. Appears to be free. In addition, they would like their own website domain – marineornithology.org through GSuite. Asking for email addresses through BlueHost, and then a non-profit GitHub account.

Comment: Not clear on what improvements this brings to what they're currently using.

Comment: Not sure, I think GitHub might be driving it. Private repository for free to administer website changes as opposed to everything being on one laptop. The other steps get them there. Question was brought up about non-profit status under GSuite, lots of free features. \$10,000 of free advertising. Rest of PSG would not have access. Not sure if that's what it means, looked through the FAQs and being an organization with multiple branches/levels was not in there.

Question: Do people have enough information? Do we need to talk to Ben?

Ans: My sense is that the people doing the work know what they need. No apparent costs, let's support it. If there's benefits that we would like too, can talk to them.

Comment: They're mostly just looking for approval for these things, it looks like. No other need from EXCO.

Comment: I need to apply for the non-profit status through GSuite and GitHub. Otherwise, no cost. Shouldn't be much effort. Should be as simple as posting 501(c)3 form and some other information.

Question: What about the email addresses?

Ans: Jane says simple and quick.

Comment: They're continuing to improve and keep the platform going. Hard not to approve!

Motion to approve the Marine Ornithology technical changes moved by Kirsten, Roberta seconds

Abstentions: 0, Nays: 0, Yays: 12, motion passed unanimously

## 7. UPDATES

Motion to discuss Updates moved by Olivia, Kirsten seconds.

Abstentions: 0, Nays: 0, Yays: 12, motion passed unanimously

### 7a. PSG 2021 VIRTUAL MEETING UPDATE

Sent out the 3 proposals we received for virtual meeting coordinators. Virtual Program Committee met Tuesday. All agreed that middle proposal looked the best and seemed to meet our needs the best and was in line with budget. Bids had wide distribution of cost. Highest was SWCA, \$110,000. Could come down to \$100,000. Not affordable. Middle proposal, Connect Consulting, was about \$20,000. Last was \$5,800. Connect Consulting had most of what we needed. Marc and I talked to her, wanted personal contact. Was easy to talk with. Asked about moving costs around – maybe not as much support for social media. Move time suggested to other things. She put in a lot of money from brainstorming for socially interactive events, about a quarter of the bid. She thought that was one of our biggest needs. Need her creativity and knowledge of online platforms and experience. Question of \$5800 including platforms. It doesn't, just time. She did say we can tweak proposal, would not charge full amount if she doesn't end up spending the proposed time on that. In my experience, if we sign a contract, they are getting the money we agreed to paid. Sent out 5 proposals, only got 3. I think Connect Consulting is best of the 3.

Question: Did she recommend a certain platform? Did she know how much it would cost?

Ans: She did not. Said they could be free to very expensive, depending on what you want, budget, and how much work we want to do. Think we will find a platform that fits into the budget. Platforms for other activities could be on that platform, could be on others. Seems like lots of options, and she has experience with different platforms. She can help us make that selection.

Question: Would it make sense to put together 2 contracts? One for planning meeting and one for running the meeting?

Ans: It is all included in the proposal. She does have 4 people on the proposal. Could have more support during the meeting. Not sure what the benefit would be to split it up.

Comment: Just thinking it might be more straightforward. As they plan the meeting, they figure out the cost for the meeting, then that gets approved.

Comment: Part of her proposal was weighing the cost of different platforms.

Comment: Seems like pretty well bundled at the moment. Zoom streaming last year of 1 session was a little over \$1,600. Not just for Zoom, for upgraded computer with cable internet. Platform itself could be inexpensive.

Question: That was one session for 3 days?

Ans: Right, so it was \$1,600 times 3.

Comment: She did suggest to create flexibility in budget for unforeseen costs. Some of the more complicated things – virtual cocktail party, could cost money.

Comment: Want meeting on one platform that everyone uses, but the activities and meetings, those can be on different platforms. Could help cut costs.

Comment: We need a Virtual Committee Chair – Roberta should not be doing both that and Scientific Program. She's gotten the ball rolling, needs to focus on program.

Comment: Most people on virtual committee are either on EXCO or already involved. Should be someone who has experience with PSG activities but doesn't have a lot of duties. Can ask folks if they'd like to run it.

**Roberta will reach out to find someone to lead Virtual Committee.**

#### 7b. MEMBERSHIP COMMITTEE UPDATE

Membership drive – have 5 artists who are PSG members, donating art that we will put text on for month-long social media campaign in November. Coinciding with email campaign and other approaches. Wieteke has been working on how to reach out to lapsed members. Working through CVENT to get me up to speed about how that works. Have list of all lapsed members to start to reach out to them. Have a draft of email text to send along to get approved. Another approach – financial explanation of membership support to PSG. Appealing to people through storytelling, wondering if anyone has written down stories of first PSG meetings. History of PSG stories that could be used.

Comment: There are some in first PSG newsletters.

Comment: History of PSG page on the website.

Comment: Could get testimonials from Lifetime Members – why they chose to become a Lifetime Members.

Comment: 4 weeks of drive, different theme every week. 1 week - history, 1 week - Lifetime Members/longevity theme. Also want to get an idea of where we're at with Membership. Want to get baseline. People have asked about retention – when we moved to CVENT, only have that data unless you go in and edit it manually. Can easily track for a few years, won't tell us much. Want to generate to get numbers and also have a script so people can easily do that moving forward. Stepping down at the end of the year, will help replacement. Chatted with Wieteke, she can fill in if we don't have someone by the end of the year. Will start asking around, let me know if you have ideas.

**All EXCO will send Emma ideas for potential Membership Coordinators.**

Comment: Thanks for all you've done for the Membership Committee, we'll be sad to lose you.

#### 7c. DEI ACTION ITEMS UPDATE

Communications Committee did brainstorm, lots of input, mostly ECS. What is PSG going to produce as a document to hold us accountable for DEI initiatives. This is brainstormed list. Don't want to keep saying we're working on it, want people to be able to see progress. Not huge goals, simple steps that we can do. Shows that we are making progress. Need to edit – add/change, maybe list is complete. Not sure

where this document goes – listserv, link through website. If website, where does it go. Not a comprehensive list, there could be other things!

Question: In terms of tracking success, what are our metrics?

Ans: Looking at diversity in larger frame. Younger populations tend to be more diverse, so could increase ECS or students by X. Host events that appeal to specific communities. Could compile all efforts from scientific organizations. Don't have to reinvent the wheel. Make those things explicit to show what we're doing.

Comment: Good to track. Thinking of it in terms of data.

Comment: We already track ECS panel, student/mentor session, social media posts. We don't track race and ethnicity. Could be a goal to have, not sure how sensitive it is, never done it.

Comment: It is sensitive. Hard to identify people, how people identify themselves. Eventually need to get to that place where we can have those difficult conversations. Great set of goals.

Comment: PSG has had goals about increasing diversity in membership since 2010/2011, maybe since 2004. Included increasing membership from other countries, including Pacific. Were benchmarks attached, not sure how well they were tracked.

Comment: I think next step is defining the metrics. Some may be qualitative; some may be quantitative.

Comment: Some could be hits on certain content on website. Show it's being used effectively.

Comment: It sounds like EXCO is interested in posting a document on the website, with metrics. Think about where that should be. Could have this with metrics by next meeting.

**EXCO will give edits to DEI action items list on Google Doc.**

#### 7d. K-12 AND COMMUNITY SCIENCE EDUCATION UPDATE

Builds on what Jane just shared, numbers 10 and 11 speak to education and community engagement. Interest in providing resources to PSG members who are interested in community science. I'm interested in contributing, not in leading. Happy to help facilitate, lots of exciting possibilities. Will require time to do it justice. What do we think about establishing an ad-hoc committee or working group to develop these resources? If we are interested, I could prepare a proposal to do so to keep it moving forward.

Comment: This seems like it fits with Communications. Would it fit within that, or would it be completely different?

Comment: I don't have a strong opinion; it could fit under Communications. Alternatively, if we want to emphasize it, would be separate.

Comment: I see it as a stand-alone. Perhaps ad-hoc, perhaps new committee. Role of Communications to amplify what is coming out of that committee.



Comment: That's where I'm leaning. Communicates to people that this is a priority.

Peter will propose Education and Outreach Committee to EXCO.

Comment: Still cautious about how many committees we need to fill. Concerned whether we can scale up this quickly. May need to prioritize efforts if we can't.

#### 7e. VOLUNTEER VACANCIES UPDATE

Mi Ae Kim – ACAP, waiting for approval from employer. Kim Nelson stepped up to be second WSU delegate. Patrick O'Hara – PICES rep. Volunteers for Code of Conduct – Julia Parrish, Michele Kissling, Scott Pearson.

#### 7f. TREASURER'S UPDATES

Big news – should be able to file taxes from last year today.

#### 7g. COMMUNICATIONS COMMITTEE UPDATE

Biggest thing is that we had a Twitter comment from a PSG member, apparently longtime member. Suggested that we have a filter on listserv. Worked with Jenny Howard about ideas on how to address that, give feedback about next steps. Think the comment was out of the blue, not responding to particular post.

Comment: One thought I had – Communications Committee is communicating on platforms but not on listserv.

Comment: I think the thought is that we don't post the same things on the listserv because it would be overwhelming. On some platforms we are posting about 6 posts a day.

Comment: Some of the comments we've received are about more people posting positive things on listserv. Flood with good posts. No one has time to filter. Might be the strategy we should take with listserv. Selective or digressive posts to listserv with links. Anti-social media participants on listserv might see that and think it's cool.

Comment: Happy to bring it up! Some risk involved with putting it out as an individual.

#### 8. ADJOURN

Motion to adjourn moved by Olivia, Kirsten seconds

Abstentions: 0, Nays: 0, Yays: 12, motion passes

#### 31 JULY AGENDA

(\* Indicates need for a vote)

1. Roll call & approve agenda\*
2. Approve minutes 11 June 2020\*
3. PSG HELPS Proposal\*
4. PSG AMA Proposal\*
5. World Albatross Day – Day Change Proposal\*

- 6. MO Technical Requests\*
- 7. Updates
  - 7a. PSG Virtual Meeting 2021 Update
  - 7b. Membership Committee Update
  - 7c. DEI Action Items Update
  - 7d. K-12 and Community Science Education Update
  - 7e. Volunteer Vacancies Update
  - 7f. Treasurer's Update
  - 7g. Communications Committee Update
- 8. Action items and adjourn